

DATE: October 11, 2010

TO: All Local Health Departments
Attn: Chief Food Inspection Officer

FROM: A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program

SUBJECT: Blue Buffalo Company, Ltd. Recall

SUGGESTED

ACTION: Unclassified Recall; Dry dog food because of possible excess Vitamin D that can affect the health of some dogs; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the products being recalled may be distributed in the State of Indiana. The affected productions of Blue Wilderness Chicken, Basics Salmon and Large Breed Adult Chicken dry dog foods were distributed nationwide through pet specialty stores. Detail information is not available at this time. In addition, if any recalled products are found, please notify this office at 317-233-7360.

Recall -- Firm Press Release

FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.

Blue Buffalo Company, Ltd. Recalls Limited Production Code Dates of Dry Dog Food Because of Possible Excess Vitamin D

FOR IMMEDIATE RELEASE - October 8, 2010 - Blue Buffalo Company, Ltd., recalls certain dry dog food because of possible excess Vitamin D that can affect the health of some dogs. The Blue Buffalo Company, Ltd., is recalling certain packages of its Wilderness Chicken, Basics Salmon and Large Breed Adult Chicken dry dog foods sold under the "BLUE" brand which have the potential to contain excessive levels of Vitamin D.

While Vitamin D is a beneficial component of these foods, the Company believes that these products may have levels of Vitamin D that are beyond the formula specifications, and has therefore chosen to withdraw them.

Dogs reacting to the higher levels of Vitamin D may show signs of lethargy or exhibit unusually frequent water consumption and urination. If your pet has consumed the recalled products and has these symptoms, please contact your veterinarian.

The affected productions of Blue Wilderness Chicken, Basics Salmon and Large Breed Adult Chicken dry dog foods were distributed nationwide through pet specialty stores.

Only these production runs of the products are involved in this recall:

Blue Wilderness Chicken Flavor dry dog food	4.5 lb	"Best If Used By JUL2611Z" "Best If Used By JUL2711Z" & "Best If Used By JUL2811Z"
Blue Wilderness Chicken Flavor dry dog food	11 lb	"Best If Used By JUL1211B"
Blue Wilderness Chicken Flavor dry dog food	24 lb	"Best If Used By JUL1211B" & "Best If Used By JUL1311B"
Blue Basics Limited Ingredient Formula Salmon and Potato Recipe dry dog food	11 lb	"Best If Used By AUG2111B" & "Best If Used By AUG2211B"
Blue Basics Limited Ingredient Formula Salmon and Potato Recipe dry dog food	24 lb	"Best If Used By AUG2111B" "Best If Used By SEP2311P" & "Best If Used By OCT2611P"
Blue Life Protection Formula Natural Chicken & Brown Rice Recipe Large Breed Adult dog food	30 lb	"Best If Used By SEP2211P" "Best If Used By SEP2311P" & "Best If Used By OCT2611P"

No other BLUE dry or can pet foods are involved in this recall, and only the specific code dates of these products are involved.

To date there have been 36 cases nationwide of dogs reported with symptoms consistent with elevated Vitamin D in their systems while feeding on these specific productions of the products. In all cases the symptoms have subsided upon discontinuing feeding these products, with no apparent long term health consequences.

Blue Buffalo learned of this potential condition in its products when it received reports of dogs diagnosed with high Vitamin D levels while feeding on the products from these specific production runs. On further investigation it was learned that a sequencing error had occurred at the supplier of the dry ingredients for these products. Immediately before producing the ingredients for these specific production runs, the supplier had run a product for another customer that

contained a more potent form of Vitamin D used in chicken feeds. It is now believed that there was some level of carry over of this Vitamin D product into the ingredients for the specific manufacturing runs of the BLUE products, thereby increasing the Vitamin D activity to unacceptable levels in the Blue ingredients.

Consumers who have purchased any of the products being recalled are urged to return it to the place of purchase for a full refund. Consumers with questions may contact the company at 1-877-523-9114 from 8 AM to 8 PM Eastern Time or visit the Company web site at www.bluebuffalo.com/news⁹ for more information.

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Photos: Product Labels¹⁰